

Application 09/862,362 - Dialog Search - 6/15/2005 Set Items Description

S1	33101	(PARTY OR CELEBRATION OR EVENT OR MEETING)(6N)(PLAN OR PLANNING OR SCHEDULE OR SCHEDULING OR PREPARATION OR PREPARE OR - PREPARING) AND (ONLINE OR ON-LINE OR WEB)
S2	12651461	1 AND PD<20010501
S3	12651461	1 AND PD<20010501
S4	7010	3 AND RSVP
S5	7156	S1 AND PD<20010501
S6	10166	(PARTY OR CELEBRATION OR EVENT OR MEETING)(2W)(PLAN OR PLANNING OR SCHEDULE OR SCHEDULING OR PREPARATION OR PREPARE OR - PREPARING) AND (ONLINE OR ON-LINE OR WEB)
S7	2358	S6 AND PD<20010501
S8	0	S7 AND EVITE.COM
S9	38	S7 AND EVITE
S10	17	S9 AND PD<20000501
S11	21	S9 NOT S10

# REFERENCE C

-- article 1 -- 10/9/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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02070715 Supplier Number: 25548061 (THIS IS THE FULLTEXT)  
**branded for life: To Click or Not to Click**  
**(National Retail Federation survey says about 10% of shoppers will buy gifts online during this holiday season vs 5% last year, which generated almost \$3 bil in sales)**  
Snack Food & Wholesale Bakery, v 89, n 1, p 43  
January 2000  
DOCUMENT TYPE: Journal ISSN: 0037-7406 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 589

## TEXT:

- 1 My mouth burned from the spicy salsa and tortilla chips I had just eaten  
2 for dinner when my roommate, a fellow Gen-Xer, joined me at the kitchen  
3 table with stale toast and a poached egg. It had already been a long week,  
4 it was only Wednesday, and we had nothing in the refrigerator to eat.
- 5 Maybe we should try peapod.com and order some groceries **online** ? It's only  
6 an extra five bucks for delivery! We tossed the idea around, but opted  
7 against it.  
8 Why? We wondered whether the food would be fresh. Also, by the time we make  
9 the first list, we could just go shop ourselves. And how safe is it to put  
10 our credit card numbers on line? Nope. We'll hit the grocery store tomorrow  
11 night.
- 12 For the most part, I use the Internet to communicate with friends, some  
13 live on the next block and some Down Under, half way around the globe, I've  
14 come to grips with the fact that I'm an e-mail junky, checking numerous  
15 times during a day and tossing and turning into the night if I haven't  
16 checked my mail before bed.
- 17 Recently a friend introduced me to **evite** .com, a **web** site devoted to  
18 **party planning** . At midnight, I whipped up a guest list, designed an  
19 invitation and by the next morning already had e-responses. The site even  
20 helps organize who brings what food. Caught up in the excitement of **party**  
21 **planning** , trips to the **evite** site spurred me to explore some other new  
22 sites, some offering party ideas and props.

Buying groceries is a chore I expect, but snacks and party goods are impulse buys. Hit me up when I least expect it, my guard comes down, and my credit card comes out.

I did not hop **online** with my roomie to make a grocery list and then sit home and wait for a late-night delivery, and I didn't order Oreo's from nabisco.com. But, I would 'click here' on one of my frequented pages like yahoo.com to grab a cool, new snack on a whim, from any company big or small, I don't intentionally look for **online** purchases, so find me on my favorite sites and I'm likely to grab a cart and shop the night away.

photo omitted

Except when it comes to pink highlighters.

When my roommate was unable to find her favorite-flavored highlighters, which helped her ingest the complications of U.S. law, she went searching. Searching **online**. A couple dozen highlighters and pens later (Enough writing utensils for the next millennium are worth free delivery), she completed one of her first Internet shopping experiences. (Amazon.com had already made a drop at our apartment!)

As computer-savvy consumers, Internet marketing is a sure bet to hit my generation, fondly referred to as X. Often, my peers spend as many as eight hours a day on the Internet, so creating brand recognition by advertising or linking to loosely related sites is a worthwhile venture.

And I guess I'll toss my credit card number **online**, after all, buying on the Internet is the wave of the future. Even President Bill Clinton is doing it.

An Associated Press report from November said Clinton predicted **web**-based sales to reach as much as \$9 billion this holiday season. A National Retail Federation survey said about 10% of shoppers will buy gifts **online**, up from about 5% last year, which generated sales near \$3 billion.

So how much will I ultimately contribute to these hefty figures? Come looking for me where I surf, and I'm sure the amount will increase.

After all, as Gen X grows older, so will our incomes, too.

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==== article 2 ===== 10/9/5 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
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10490166 (THIS IS THE FULLTEXT)

**foodline.com Partners with Evite .com To Enhance Ease of Party Planning on the Web**

PR NEWSWIRE

April 10, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 502

**Real-Time Online Restaurant Reservations Further Simplify Planning Activities Online**

NEW YORK, April 10 /PRNewswire/ -- foodline.com, Inc. (<http://www.foodline.com>), the leading provider of diner information and reservation management technology solutions to the restaurant industry, and **Evite .com** (<http://www.Evite.com>), the first free **Web**-based service for coordinating and planning activities of all types, today announced a strategic marketing and distribution agreement. To further simplify the process of organizing offline activities **online**, the two companies have agreed to create a co-branded page from which users can access foodline.com's pace-setting **online** restaurant reservation technology on **Evite .com**.

The partnership allows users to plan all aspects of an event **online**, from retrieving restaurant information and booking the reservation to sending the invitations and managing the guest list, with just a few easy steps. **Evite .com** will license a portion of foodline.com's proprietary editorial content, such as restaurant descriptions and details, to make it even easier and more convenient for its users to plan activities **online**. In the future, the companies are planning to incorporate **Evite .com**'s group invitation service into foodline.com.

"foodline.com's market leading reservation technology and restaurant information brings an added convenience to **Evite .com** users, putting valuable information right at their fingertips," stated Josh Silverman, CEO of **Evite .com**. "Joining forces with foodline.com makes it even easier for people to plan any event, from a girls' night out to an anniversary party, at **Evite .com**."

"This partnership is unique because it allows users to research restaurants, book tables and plan events at one place," said Karen Boyer, Vice President of Business Development of foodline.com. "**Evite .com** is an ideal complement to foodline.com because together we empower users to close the loop between information and transactions."

**About foodline.com**

Headquartered in New York and rapidly expanding nationally, foodline.com provides technology solutions to the restaurant industry that enables restaurants to enhance their interaction with diners. In addition to providing technology to restaurants, foodline.com also enables consumers to secure **online** reservations in real-time after they have searched for restaurants by name, cuisine, location, price range and special features such as Kid Friendly or HotSpots. Founded in 1998, foodline.com is a venture-backed, fast-growth, high tech company whose investors include Ticketmaster **Online** -CitySearch, Inc., American Express, Zagat Survey, Kestrel Venture Management, the Wasabi Fund and several prominent angel investors. foodline.com has strategically partnered with CitySearch.com, Zagat.com, New York Magazine, Share Our Strength, epromos.com, MyWay.com and Restaurantrow.com.

About **Evite** .com

**Evite** .com pioneered the concept of **online** activity planning. With its interactive **online** invitations and tools for consensus-building and inter-group communication, **Evite** .com is fast becoming the most fun and effective way to get people together, build excitement and increase attendance at gatherings large and small. **Evite** .com is a privately held company with funding from August Capital, Advent International, Greylock Management, Hambrecht & Quist's Access Technology Partners, Hikari Tsushin, North Hill Ventures, Staenberg Venture Partners, TCV and several other strategic investors.

For recent news about foodline.com, go to  
<http://www.foodline.com/about/news.asp>.

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==== article 3 ===== 10/9/6 (Item 2 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
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09794730 (THIS IS THE FULLTEXT)

(**www.evite.com**), the first free, Web -based service for coordinating and planning

BUSINESS WIRE

February 28, 2000

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 577

Under the agreement, **Evite** is licensing a proprietary application that, beginning later this spring, will enable iParty.com users to coordinate group activities such as parties, get-togethers and guest lists through a co-branded channel on the iParty.com site. iParty.com will promote this co-branded channel through multiple marketing vehicles such as e-mail and direct mail. Additionally, **Evite** will provide technical and customer support.

"By partnering with **Evite** , the proven leader in **online** invitations," said Sal Perisano, CEO of iParty Corp., "we continue to bolster the options and experience of our users, as iParty.com moves even closer to becoming the ultimate one-stop party resource."

"iParty's extensive offering of party-related goods is a natural match for **Evite** .com's interactive invitation service," said Josh Silverman, CEO of **Evite** .com. "This partnership is a perfect way to put all aspects of party planning right at the consumers' fingertips."

**Evite** .com pioneered the concept of **online** activity planning. With its interactive **online** invitations, tools for consensus-building and intergroup communications, **Evite** .com is fast becoming the most fun and effective way to get people together, build excitement and increase attendance at gatherings large and small. **Evite** .com is a privately held company with funding from August Capital, Advent International, Greylock Management, Hambrecht & Quist's Access Technology Partners, L.P., Hikari Tsushin, North Hill Ventures, Staenberg Venture Partners, TCV and several other strategic investors. For more information visit [www.evite.com](http://www.evite.com).

Headquartered in New York City, iParty.com, the **Web** site of iParty Corp. (AMEX: IPT), is a premier **online** destination for party givers that makes throwing a successful event both stress-free and fun. From party goods and costumes to an **online** party magazine and party tips, iParty.com

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offers consumers a sophisticated yet fun and easy-to-navigate resource with the definitive assortment of products to customize any party, including birthday bashes, Easter get-togethers, St. Patrick's Day celebrations and graduation parties. With a seasoned management team that boasts over 20 years\* combined experience in the party retail industry. iParty.com offers reliable, time-tested knowledge of trends to ensure comprehensive merchandise selections for every occasion.

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NAICS CODES/DESCRIPTIONS: 54186 (Direct Mail Advertising); 92612 (Regulation & Admin of Transportation Programs); 514191 (On-Line Information Services)

==== new article ==== 10/9/14 (Item 1 from file: 47)  
DIALOG(R)File 47:Gale Group Magazine DB(TM)  
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05561757 SUPPLIER NUMBER: 60521031 (THIS IS THE FULL TEXT)  
Online party planning **misses the human touch.**(Brief Article)  
Thomas, Susan Gregory  
U.S. News & World Report, 128, 12, 65  
March 27, 2000  
DOCUMENT TYPE: Brief Article ISSN: 0041-5537 LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 592 LINE COUNT: 00046

TEXT:

1 Silicon Valley's E-everything economy has rewritten many a social  
2 custom in the name of efficiency. In much of the country, it is now  
3 perfectly acceptable to interrupt a conversation to answer a page, or to  
4 hold a cellphone business meeting while at a restaurant table. As an avid  
5 user of tech gear, I have happily acculturated to such changes in the  
6 workplace. But now that they're infringing on my personal life, efficiency  
7 and rudeness are beginning to look a lot alike.  
8 It was **online** planning sites that really sent me over the edge.  
9 Ser- vices such as **Evite** ([www.evite.com](http://www.evite.com)), MyEvents ([www.myevents.com](http://www.myevents.com)),  
10 Mam- bo ([www.mambo.com](http://www.mambo.com)), and Event411 ([www.event411.com](http://www.event411.com)) have the laudable  
11 goal of helping people organize events by E-mailing invitations and storing  
12 the planning information on the Web. And the idea is sound. Hosts log on  
to one of these sites, keying in the type of **party** they're **planning**  
(from coffee with a few friends to a wedding), as well as the wheres, whys,  
and hows of the event and the E-mail addresses of the invitees.  
Guest preferences. Then come the options. Hosts can decide whether to  
show the guest list and RSVP status to prospective attendees. They can  
encourage guests to bring friends but also post the maximum number allowed.  
Guests can give food preferences or choose from a list of dishes  
automatically updated whenever someone commits to bringing one.  
That's not all. Hosts can send reminders to guests shortly before the  
party. At Mambo and MyEvents, hosts can set up a message board so guests  
can discuss the party beforehand. Hosts can charge money for the event;  
partygoers enter in their credit card data, and the site sends the hosts a  
check.  
There is something about this hyper-efficient **party planning** that  
betrays its Silicon Valley bias, which some may find presumptuous. For one,  
there is the assumption that all pals have E-mail accounts. In Northern  
California, where people beam their contact data via Palms, this isn't a  
problem. But if I were to rely on one of these sites to get the word out  
about a dinner party on Saturday for 10 of my closest New York friends,  
I'll bet that half, at best, would show. The others either don't have  
E-mail access or check it only when they think of it. And there seems to be  
something crass about a few of the options. Unless you were planning a  
professional event--say, a cocktail party for venture capitalists and tech  
start-ups--why would you want guests to see who has been invited and who  
has confirmed? Could be because in and around Silicon Valley, any social  
event is a potential networking affair. For example, a friend was recently  
asked by a 20-ish Santa Clara, Calif., dot-com CEO to come to his house for  
a "casual barbecue," but when she arrived there was live music and about  
200 digerati gnawing ribs passed by waiters in black tie. (Maybe that's why  
these sites offer the choice of limiting how many guests can come.)

These options undermine the meaning of "host." The job of a host is to hide the planning headaches from guests, not to expose them. It is also the host's prerogative to serve whatever he wants. Or at least it used to be that way in the good old days of inefficient socializing.

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==== new article ==== 9/9/5 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02069858 60926547

Party Planning

Anonymous

Forbes PP: P248 Sep 11, 2000 CODEN: FORBA5 ISSN: 0015-6914 JRNL CODE:

FBR

DOC TYPE: Periodical; Feature LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 631

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: **Web** site reviews; Manycompanies; Entertainment; Events  
planning

CLASSIFICATION CODES: 9190 (CN=United States); 5250 (CN=Telecommunications  
systems & Internet communications); 8307 (CN=Arts, entertainment &  
recreation)

PRINT MEDIA ID: 28476

ABSTRACT: The following **party planning web** sites are reviewed: 1. GreatEntertaining.com (www.greatentertaining.com), 2. **Evite** (www.evite.com), 3. lparty (www.lparty.com), 4. Party411 (www.party411.com), and 5. ThePlunge.com (www.theplunge.com).

TEXT: Your college roommate will be marking that milestone birthday in a few months. You'd like to surprise him with an over-the-top celebration, but it's a daunting task--particularly since your buddies are spread across the country and that deadline is looming at work. Try the **Web**. The sites below can help you plan your party, manage your invitations, book your entertainment, order your supplies and even buy a cake. After you pick a theme, a number of sites will rush mail you a "party" in a box. Just add the guests, pop the corks and let the good times roll! --Kelly Newcomb

GreatEntertaining.com

www.greatentertaining.com

This elegant site was created by two Quicken.com employees who have taken a lesson from Martha Stewart in their approach. From a Mediterranean luncheon to a poolside party, GreatEntertaining.com delivers all the accoutrements for throwing a successful bash. Each theme includes decorating tips, related products to buy **online** (floating lollipop candles, \$8.40), a suggested menu with recipes and relevant tips on subjects such as "Entertaining alfresco." You can also find party essentials, from how to make the "Perfectly blended frozen cocktail" to "Knowing your cheeses" and "Guest list dynamics." Kids' party section is packed with fun ideas. A partnership with Leading Caterers of America provides **online** referrals to party-givers across the U.S.

Best: Mouthwatering recipes.

Worst: Some features seem redundant. Five "Ask the Expert" choices seems like overkill.

**Evite**

[www.evite.com](http://www.evite.com)

Complete **online** party management. If your guests are wired, this easy, fun site can be a great time-saver. The colorful, animated invitations range from a home run to jitterbug dancers. Simply select the type of invitation, enter your guests' e-mail addresses, create an "items to bring" list (optional), then send. You can even upload your own photos for custom invites. **Evite** tracks the guest list and the "to bring" list; it even lets you know if an invitation has been read but not yet answered. Addresses are compatible with ms Outlook and **Evite** even helps you find limousine services, caterers and other party service providers in your zip code.

Best: E-mail reminders to yourself of **party planning** tasks.

Worst: Anyone can forward an **Evite**, so you could get lots of uninvited guests.

Iparty

[www.iparty.com](http://www.iparty.com)

Pages of reasonably priced party goods, organized by themes like Oktoberfest and Major League Baseball. Sort by birthdays, milestones and seasons. Also on tap: tips for expert cake-baking, grown-up goody bags and cleanup. You can even buy party CDs like Ultimate Party Music, featuring dance hits like "Kung Fu Fighting" and "Brick House."

Best: Stocking the Bar page, which details amounts and types of liquors and mixers.

Worst: Thin on themes for grown-up parties.

Party411

[www.party411.com](http://www.party411.com)

Beneath the cheesy graphics and annoying prose are more than 250 different party themes, from "Renaissance Faire" to one based on the hit TV show Survivor. Use the planning guides for guest lists, decorations, seating--even a drink calculator. Game Girl will assist on the entertainment while the Etiquette Queen can tell you how to properly handle those uninvited guests.

Best: Discussion forums have great ideas.

Worst: Lousy navigation, especially with the embedded links in the party theme pages. No pictures of party products.

ThePlunge.com

[www.theplunge.com](http://www.theplunge.com)

Create your own **Web**-based party invitation using simple predesigned templates, like barbecue or retirement. There's also guest-list tracking, a meal-choice manager, maps and directions. A party-generator tool queries you on the age range of guests and type of party (e.g., elegantly entertaining or "out of this world"). Our test generated a Come As You Were

party: Guests come dressed as they would have, say, in 1970. Ten pages of content is free. For \$45 you get 20 pages and a discussion forum.

Best: After the party, upload photos for your guests to enjoy.

Worst: No links or lists of entertainers and other service providers.

THIS IS THE FULL-TEXT. (Copyright Forbes Inc. 2000)

==== new article ==== 11/9/8 (Item 3 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
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13220983 (THIS IS THE FULLTEXT)

# **Evite Takes the Fright out of Planning Halloween Get-Togethers**

PR NEWSWIRE

October 10, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 576

SAN FRANCISCO, Oct. 10 /PRNewswire/ -- As the bite-sized candy begins to pile up in stores and the annual anxiety over costumes sets in, **Evite** .com is busy helping thousands of users plan their fright-night festivities. With customizable Halloween invites, easy RSVP-tracking, guest polls and links to ghoulish brews, bobbing apples and fake skeletons, **Evite** is the quick, fun and easy way to plan your Halloween this year.

The following features are just some of the simple ways **Evite** (<http://www.evite.com>) can help make your monster bash the scariest on the block:

Create a Fangtastic Invite and Register to Win \$500 from GreatEntertaining.com

Whether it's a spooky cocktail soiree, a pumpkin-carving competition, a scary-movie night or a good old-fashioned costume party, **Evite** has teamed up with GreatEntertaining.com to help make your Halloween event as spooktacular as possible. Just create an **Evite** invite for your get-together and you will be automatically entered for a chance to win the grand prize -- \$500 worth of outrageous GreatEntertaining.com party-supply merchandise. In addition, 10 first-place winners will receive \$100 worth of GreatEntertaining.com merchandise and 30 second-place winners will receive \$50 worth of GreatEntertaining.com merchandise.

## Customizable Halloween Invites

**Evite** 's Halloween invites are guaranteed to help create a buzz around your party like no paper invite or phone call can. Select from one of the ready-made Halloween templates, or create your own invite by choosing from our extensive design and graphic options. You can even upload your own graphic or photo to customize an invite just the way you like. Add spooky sounds, ask questions ("who's bringing the fog machine?") and set up the option to collect payments from guests for any shared costs. Then, simply enter in your guests' email addresses (you can even enter them directly from your PDA, desktop or **Web** -based email address book), click send and you're done. By the time your black- and orange-painted toenails are dry, your invitations will be waiting in your guests' in-boxes and you've still got time to carve your jack-o'lantern.

Once your guests have received their invites, they can post comments, see who else is attending and even print maps and driving directions to the event. **Evite** tallies all the RSVPs for you, making it simple to keep track of how many nightmarish party favors to prepare. No more phone trees or lengthy email chains to figure out who can make it -- **Evite** does all the tracking for you right on the invite.

## Evite Polls

Use **Evite** polls to build the fear factor with your guests in the days leading up to the big event. Check in with your guests on where they want to go haunting this year -- or to share jokes and ideas about costumes, whether scary, funny or downright ghoulish. Use your friends' suggestions to plan your event and build your customized **Evite** invite.

About **Evite** , Inc.

**Evite** , Inc. is an Internet media and communications company that pioneered the concept of **online** activity planning. **Evite** .com's activity center is the most complete network of information and communications resources available in one spot on the **Web** to help people connect and get together with family, friends and colleagues. **Evite** .com is a privately held company with funding from August Capital, Advent International, Greylock Management, Hambrecht & Quist, Hikari Tsushin, North Hill Ventures, Staenberg Venture Partners, TCV, and several other strategic investors. For more information, visit [www. evite .com](http://www.evite.com).

/CONTACT: Sarah Jordan of **Evite** , 415-343-3652; or Heather Davies of Burson-Marsteller, 415-591-4021, for **Evite** / 08:04 EDT

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COUNTRY NAMES/CODES: United States of America (US)

REGIONS: Americas; North America; Pacific Rim

article === XXYYXX 11/9/6 (Item 1 from file: 20)  
 DIALOG(R)File 20:Dialog Global Reporter  
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13632490 (THIS IS THE FULLTEXT)

**Many Silicon Valley Dot-Coms Seek Buyers Rather Than IPOs**

Elise Ackerman

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (SAN JOSE MERCURY NEWS - CALIFORNIA)

November 04, 2000

JOURNAL CODE: KSJM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 680

Josh Silverman can't remember exactly when the realization hit him that his company wouldn't make it to an initial public offering. But the chief executive of **Evite** Inc., an **online event - planning** service, says the feeling became acute last month as he watched the stock in more established Internet companies slide to record lows.

On Thursday afternoon, Silverman gathered his 72 employees together at their Potrero Hill office and told them he had decided to put the company up for sale. He emphasized that the company still had \$17 million in the bank -- enough to continue operating for at least a year. But it was time to be realistic. The 3-year-old company wasn't going to make it on its own.

More and more dot-coms find themselves in the same boat: they're giving up on the dream of the IPO jackpot and are seeking refuge in the arms of a corporate buyer.

"It's become business as usual" to sell out, said Tim Miller, president of Webmergers.com, which provides research and services to buyers and sellers of Internet companies.

Silverman, 31, says he sensed trouble soon after the market crash last April. Like other dot-com executives, he had regular conversations with investment banks who were interested in taking his company public. Before the crash, he says, it was enough to be able to promise between \$8 million and \$12 million in future revenue for the year following the IPO. After the crash, bankers wanted to see sales that have already been closed.

For more than a year, Silverman had been meeting with bankers at Chase H&Q, who were investors in **Evite**. Last month, he asked them to help him find a buyer.

"This is being done from a position of strength, not weakness," said Andrew Anker, a general partner at August Capital, **Evite**'s largest shareholder. Altogether, **Evite** raised \$38 million from venture capitalists like August Capital, Advent International, Greylock Management, Chase H&Q, Hikari Tshushin and North Hill Ventures.

Launched in July 1999 by Silverman and two young Stanford University graduates, **Evite**'s free service quickly gained enthusiastic users in metropolitan areas like San Francisco, Boston and New York. Though Silverman won't release an exact figure, he said more than a million people used the service in October.

"It has totally caught on with all my friends," said Stacy Sukov, a 29-year-old who works at a local wireless start-up. "I probably get one **Evite** a day, everything from girl's night out to tons of Halloween parties."

Venture capitalist Bill Gurley's financee used it to plan their wedding. "The service was wonderful," Amy Gurley wrote in an e-mail. "I was able to send out the **Evite** with tons of detail, receive the RSVPs I knew all the info of what days people would be coming in and out, what airlines

and flights people were taking and what hotel people were staying in, etc."

**Evite** had planned to make money from advertisers who would pay to target particular demographic segments -- 20-somethings on a ski trip, for example. Especially valuable, Silverman believed, was **Evite**'s access to socially connected people coveted by marketers for the ability to spread new ideas and consumer fads.

But even though the business plan was beginning to pay off -- major brands like Pampers and Heineken had signed up as **Evite** sponsors this fall -- **Evite**'s investors were impatient with the pace of growth. "They are just starting to get revenue," Anker said. "Certainly I wish that had happened sooner." ( **Evite** would not disclose revenues.)

With the slide in technology and Internet stocks, the market is getting less patient, slamming the IPO window shut for many young dot-coms.

"Financial markets are simply not supporting ad-supported consumer companies the way they once were," Silverman said. "It feels like we need to team up with someone bigger and stronger."

Among potential buyers, Silverman sees both old and new media companies, as well as wireless ventures. **Evite** will roll out its first wireless product this weekend, text messages that remind you of the address of a party or event an hour before it happens.

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DESCRIPTORS: Divestment; Mergers & Acquisitions; Company News; Public Offerings; New Issues; Share Structure

COUNTRY NAMES/CODES: United States of America (US)

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**Plan Events with the Push of a Button.(News Briefs)**  
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If your idea of **event planning** is yelling down the hallway to call an impromptu staff meeting, you're in big trouble. To pull off flawless business gatherings you need to do a lot more. Orchestrating an event, whether it's a routine Monday morning sales forecast, a deal-signing dinner, or a splashy company launch, means leaving nothing to chance.

But you don't have the time-or the staff-to sort through guest lists, send out invitations, and coordinate the whole shebang. Even if you are lucky enough to have corporate event planners, they've got more important things to do, like choosing the right venue.

The solution? **Web** services that deftly coordinate people, dates, and times to make your meetings and parties a success. While they started as consumer services, **online event planning** is now a serious business. According to Internet research firm Media Metrix, the two leading **online** event planners drew more than 1 million unique visitors in a single month.

But no two **event - planning** services are alike. We'll show you the offerings best suited for small, informal get-togethers and the ones that make it easy to pull off A-list gatherings.

OLD WAY

Trying to get a simple meeting planned lands you in voice-mail hell. And organizing a corporate event means long hours sorting through guest lists, invitations, and RSVPs. Who needs the headache?

NEW WAY

Outsource the heavy lifting to **online** event planners-many of which are free. Now your staff can concentrate on more important things-like finding the perfect location and entertainment.

PAYOFF

All that attention to detail practically guarantees a high turnout. And you'll save money and time. You're probably no stranger to **online event planning**. Maybe you received an **Evite** to a friend's barbecue or an e-mail from MyEvents.com alerting you to an upcoming houseboat trip. But can you really use it for business? You bet.

Today more companies are turning to **event - planning** services on the **Web** to save time and money-and to help garner a higher attendance rate at events. **Evite**, for example, which is predominantly a consumer-oriented service, estimates that about 12 percent of its customers use the service for planning business events.

Of course an **online** service won't work for all business events. Large-scale or formal events usually require old-fashioned invitations. But you can pair traditional planning techniques with an **online** service to remind people to save the date or generate momentum by showing who has already accepted.

"If you're the secretary that has the arduous task of setting up the



annual Christmas party, there's no way you can justify going out and spending thousands of dollars on software, or on setting up a custom **Web** site," says John Chang, CEO of invitation service seeUthere.com.

Some companies may get by with an e-mail program like Microsoft Outlook, which allows you to set up automated invitations, scheduling, and response tracking for your company. But Outlook doesn't work beyond the boundaries of your company's Microsoft Exchange server. And while some **Web** collaborative services like HotOffice or portals like Yahoo let you share a calendar on the Internet, your customers, suppliers, and partners have to sign up for the services too. They won't be inclined to go through that inconvenience just to make it easier for you to organize your company events.

#### High-Powered Planning

For big-ticket events like conferences, companies often turn to outside planners to handle the project. But you can still save money and time with an **online** service by farming out specific tasks. Synergen, a developer of enterprise asset management software, did just that for its annual user convention. Instead of going to a professional planning firm, which wanted \$19,000 just to set up a special-event site and credit card processing, it turned to seeUthere.com.

Cathy McCause, director of marketing communications, was thrilled to discover that seeUthere.com charged just \$10 to do the same thing. McCause worked with seeUthere.com to import several hundred names into the **Web** invitation system. Synergen's home page traffic more than quadrupled and registration was up 46 percent, with a nearly 90 percent jump in conference revenue.

While a **Web**-based solution was perfect for Synergen, seeUthere's Chang cautions that **online** options can't replace the high-value services an event planner provides. Event planners let you focus on selecting the right location, hiring the entertainment and the caterers, and making sure the event goes smoothly-the kind of challenges a **Web** service is less likely to be able to tackle.

"It's not a fair comparison," Chang explains. "We're not eliminating the need for an event planner, we're just helping that person be a hell of a lot more efficient."

Even if you're organizing a large event and need full-service handling that goes beyond invitations and scheduling, you can find help on the **Web**. Specialized software from application service providers (ASPs) can automate the planning process. One ASP, Event411.com, offers software that helps plan events for more than 100 people.

"You would never use **Evite** to plan the Democratic National Convention," says Steven R. Koltai, Event411.com founder and CEO, referring to his company's flagship client. "You're not going to invite someone to the Democratic National Convention over e-mail," he continues, and highlights the fact that Event411 does not typically even provide an e-mail invitation tool to its customers.

"There are lots of other, more important functions," he says, including providing a customized site with a Webmaster to run it, tracking to-do lists, prioritizing waiting lists, planning subevents (such as classes within a larger seminar), and assigning tasks to staff. Event411.com typically licenses its services to customers for fees ranging from 50 cents to \$5 per guest, depending on the services the client needs.

Professional event planners can also turn to **Web** resource sites like EventSource.com. EventSource is a one-stop shop letting planners book hotels or venues and calculate group airfares, as well as send invitations and track responses. One of Event Source's highlights is its BookIt

service, which lets you enter the details of your event, then submit it out to bid to the service's 12,000-plus hotels, convention centers, and other venues.

You also get comprehensive listings of suppliers for audiovisual equipment, catering, promotional items, and other **meeting - planning** needs. EventSource will be offering more services by the time you read this, including a personalized My Meetings event planner, a free service that walks you through planning an event.

#### Invitation Only

The other planning services all work much the same: You go to a **Web** site and enter basic information about your event, choose a design for the invitation, and provide e-mail addresses to send invitations to. Your guests receive a short e-mail with a link to the formal **Web** invitation. The services also send out reminders to your guests to RSVP or attend the event.

Because the services cater to consumers, the invitation designs that work for business events are usually more limited. But as the services expand to include corporate users, you'll see a broader range of appropriate invitations and layouts. Of the services we tested, seeUthere.com and PleaseRSVP.com have the best designs for business. All of the services let you customize your **Web** invitations by adding graphics, such as a company logo.

The teaser e-mail messages your guests receive are just that: teasers. Only seeUthere.com includes the time and place of the event in the initial e-mail. Other services force your guests to visit the site for details.

Sometimes when you are setting up an informal event, such as a staff meeting, it's hard to pin down all the participants. Both TimeDance.com and **Evite** let you poll your guests for the best meeting time. Respondents vote on whether a time is good, merely acceptable, or bad, and the event site gives you a running total along with the current best time slot. Once you've decided you've heard enough, you can cancel the meeting, change the invitation, or commit to a particular time and send a notification. It's an invaluable feature, one that the more business- focused services like seeUthere.com and PleaseRSVP .com would do well to add.

Some of the services we tested allow you to open your guest book to the world. The upside is that if Mr. Jones sees that Mr. Smith is coming to your event, he may conclude that it's too important to miss. On the other hand, Mr. Smith may not appreciate having that information available on a public site for all to see.

**Evite** , seeUthere.com, and Time Dance.com give you the option to hide or display your guest list. At the time of our testing, MyEvents.com also showed the guest list (the company should have a privacy option available by the time you read this). PleaseRSVP.com does not post your guest lists at all. If your guest list will be public, make sure to tell your guests that is the case before they RSVP.

SeeUthere.com provides the widest range of paid services. It will bill credit cards; prepare name-tag and mailing labels; send paper invitations, postcards, and faxes, and take replies by phone on a special toll-free number. No other service we tested offers such comprehensive features, although other sites handle name tags and **Evite** will fax invitations to your guests for free.

#### Cost of Doing Business

For now, most of the services are free-and mostly ad-free. TimeDance.com is the only service that includes ads in its **online** invitations, while PleaseRSVP.com includes ads in its e-mail notices. **Evite** says it

plans to roll out ads as well, although it may let you pay a small fee to bypass them.

Our top choice for **online event planning** is seeUthere.com, which is easy to use and well suited to businesses with its mix of free services and premium add-ons like traditional invitations and billing. **Evite** and TimeDance.com (also available as a service through www.egreetings.com) are more consumer-oriented, but they're easy to use and ideal for planning small in-house events. PleaseRSVP.com is more difficult to use, especially when it comes to entering e-mail addresses. MyEvents.com lacks many of the features of its competitors because it's primarily a collaboration service that also handles invitations.

Jason Compton is a technology writer from Evanston, Illinois.

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